

eToro partners with ARK Invest to launch portfolio focused on high-growth tech

1 October 2024 – Trading and investing platform eToro and investment management firm ARK Invest have partnered to launch a technology and innovation focused portfolio on the eToro platform, enabling its users to invest in the companies pioneering the groundbreaking technologies which are shaping our future.

The Smart Portfolio, named [ARK-FutureFirst](#), focuses on investing in innovative companies across technology, healthcare and sustainability, aiming to achieve high growth while addressing critical global challenges.

The [ARK-FutureFirst portfolio](#) is fully invested and allocated equally across seven of ARK Invest's UCITS exchange-traded funds (ETFs), which back innovative companies that are demonstrating potential for significant growth in three areas:

1. Disruptive innovation: including AI, robotics and public blockchains, which are offering transformative potential and exponential growth opportunities;
2. Healthcare innovation: including multiomic sequencing and gene editing, which are transforming healthcare by enabling personalised medicine, early disease detection, and more effective treatments;
3. Sustainability innovation: including renewable energy, energy efficiency, the transition to a sustainable food system, and the circular economy, which are driving significant environmental impact and promoting a more sustainable future.

The full portfolio allocation can be found [here](#).

Cathie Wood, Founder and CEO of Ark Invest said:

"We are thrilled to partner with eToro to launch a new model portfolio centered around three key areas that we believe are poised for transformative growth: Technological Innovation, the Sustainable Revolution, and Healthcare Disruption."

"As more investors around the world are gaining access to ETFs via the growth of digital platforms, we are excited that this partnership will enable us to introduce some of our best ideas and original strategies at ARK Invest Europe to eToro's 38 million retail investors."

James Thomas, Head of European Sales at ARK Invest adds:

"Over the last few months, we've been actively working with partners to develop a number of model portfolio solutions tailored to European investors and their desire for access to both innovation and sustainability/impact themes respectively, which reflect each of our two business pillars at ARK Invest Europe under the 'ARK Invest' and 'Rize ETF' branded sub-suites respectively. We look forward to developing further partnerships with industry leaders, like eToro, who are dedicated to bringing future-focused investment solutions to their customers."



Gil Shapira, Chief Investment Officer at eToro said:

"We're excited to partner with ARK Invest to bring this new portfolio to retail investors around the world. The ARK team has built a prestigious reputation for its original research and portfolio management expertise. With the ARK-FutureFirst portfolio, eToro users can seek growth through truly long-term, cross-sector trends that are predicted to not just shift markets but the world for decades to come."

eToro's range of Smart Portfolios offer long-term exposure to various market themes. Bundling together several ETFs under a defined methodology, and employing a passive investment approach, they provide long-term investment solutions that offer diversified exposure. Initial investment starts from USD\$500 and any investor can access tools and charts to track the portfolio's performance, while eToro's social feed will keep them up-to-date on developments in the sector.

****ENDS****

Notes to Editors

The ARK-FutureFirst portfolio is not available to eToro users based in the US.

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About eToro:

eToro is the trading and investing platform that empowers you to invest, share and learn. We were founded in 2007 with the vision of a world where everyone can trade and invest in a simple and transparent way. Today we have over 38 million registered users from 75 countries. We believe there is power in shared knowledge and that we can become more successful by investing together. So we've created a collaborative investment community designed to provide you with the tools you need to grow your **knowledge** and wealth. On eToro, you can hold a range of traditional and innovative assets and choose how you invest: trade directly, invest in a portfolio, or copy other investors. You can visit our media centre [here](#) for our latest news.

About ARK Invest:

ARK Invest Europe (previously "Rize ETF") is Europe's first specialist thematic ETF issuer. As a subsidiary of ARK Investment Management LLC in the US, ARK invest Europe aims to establish a comprehensive ETF platform that showcases the firm's expertise in both disruptive innovation and sustainability/impact through the "ARK Invest" and "Rize ETF" brand pillars respectively and across a blend of active and self-indexed strategies. Rize ETF was created in 2019 by thematic ETF pioneers Rahul Bhushan, Stuart Forbes, Anthony Martin and Jason Kennard, with the company's first ETFs launching in February 2020. The founding team are a proven team of ETF experts with over 40 years of combined experience.



ARK Investment Management LLC, the parent company of ARK Invest Europe, is a federally registered investment adviser and privately held investment firm. Specialising in thematic investing in disruptive innovation, the firm is rooted in over 40 years of experience in identifying and investing in innovations that should change the way the world works. Through its open research process, ARK identifies companies that it believes are leading and benefiting from cross-sector innovations such as robotics, energy storage, multiomic sequencing (including genomic sequencing), artificial intelligence, and blockchain technology.

For further information, please visit <https://europe.arkfunds.com>.

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